

Thurston County
Quit Line Data Summary
April 1 - June 30, 2004

	County	State
Number of Calls to Quit Line	N = 110	N = 2,932
Percent of Statewide Calls	4.4%	100.0%
Percent of State Population in County¹	3.5%	100.0%
	County %	State %
Gender	N = 109	N = 2,604
Female	72.5%	62.4%
Male	27.5%	37.6%
Race/Ethnicity	N = 99	N = 2,203
People of Color	7.1%	12.2%
White	92.9%	87.8%
Age	N = 105	N = 2,425
Less than 18 years old	1.0%	1.8%
18 - 24 years old	17.1%	14.6%
25 - 34 years old	37.1%	22.7%
35 - 44 years old	19.0%	27.4%
45 years and older	25.7%	33.5%
Education	N = 103	N = 2,312
Did not graduate high school	14.6%	20.6%
High school graduate	35.9%	35.9%
Some college/vocational school	41.7%	33.6%
College graduate	7.8%	9.9%
Caller Type	N = 108	N = 2,700
General Information	1.9%	9.5%
Health care provider	4.6%	4.9%
Tobacco user	93.5%	85.6%
Payer Type	N = 82	N = 1,873
Insured	25.6%	31.1%
Uninsured	41.5%	30.3%
Medicaid	32.9%	38.6%
Heard About	N = 89	N = 2,176
Past caller	18.0%	15.2%
Employer/worksites	1.1%	0.9%
Health care provider	31.5%	31.3%
Television	10.1%	11.0%
Outdoor advertisement (billboard/bus/wall)	0.0%	1.8%
Targeted mailing	0.0%	0.3%
Great Start	0.0%	0.1%
Radio	1.1%	1.5%
Newspaper/Magazine	0.0%	0.4%
Brochure/Newsletter	1.1%	6.1%
Family or friend	27.0%	23.9%
Health Department	9.0%	6.3%
School	1.1%	1.3%